

Amendment to Council Bill No. 56-2010

BY: Mary Kay Sigaty

Legislative Day No: 3

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Amendment No. 6

(This amendment would establish a purpose statement for Downtown Columbia signs).

On page 2, immediately following line 15, insert:

“By amending:

Title 3 – Buildings

Section 3.500 “Purpose and scope.””.

On page 3, immediately following line 15, insert the following:

“SECTION 3.500. PURPOSE AND SCOPE.

(E) PROVISIONS RELATING TO DOWNTOWN COLUMBIA WERE ENACTED AS PART OF THE DOWNTOWN COLUMBIA PLAN, A COMPREHENSIVE DEVELOPMENT SCHEME TO ESTABLISH FOR THE FIRST TIME IN THE COUNTY AN URBAN CENTER THAT IS WELL-PLANNED, ECONOMICALLY SUCCESSFUL, VIBRANT, AND VISUALLY ATTRACTIVE IN ORDER TO DRAW IN BUSINESSES, RESIDENTS, AND TOURISTS AND TO ATTRACT EVENTS OF REGIONAL, NATIONAL, AND INTERNATIONAL INTEREST. THE PROVISIONS GOVERNING SIGNAGE IN DOWNTOWN COLUMBIA ARE INTENDED TO ENSURE THAT SIGNS ARE AN INTEGRAL PART OF AN OVERALL DEVELOPMENT PLAN AIMED AT ACHIEVING AN AESTHETICALLY PLEASING AND HIGH QUALITY VISUAL ENVIRONMENT THAT REINFORCES THE PLANNED CHARACTER OF EACH OF THE NEIGHBORHOODS, IS COMPATIBLE WITH THE DOWNTOWN-WIDE DESIGN GUIDELINES AND THE SIX SETS OF DOWNTOWN NEIGHBORHOOD DESIGN GUIDELINES, ENABLES EASY IDENTIFICATION AND WAYFINDING FOR PEDESTRIAN AND VEHICULAR TRAFFIC, AND ESTABLISHES A COORDINATED AND HARMONIC URBAN STREETSCAPE WHILE, AT THE SAME TIME, PROVIDES FOR A SIGNATURE ENVIRONMENT FOR EACH OF THE SIX DISTINCT NEIGHBORHOODS THAT MAKE UP DOWNTOWN COLUMBIA. THE PROVISIONS ARE ALSO

1 AIMED AT ACHIEVING WELL-DESIGNED, COORDINATED SIGNAGE AND A PROCESS THAT
2 ENCOURAGES CREATIVITY IN THE USE OF SIGNAGE TO ENHANCE THE URBAN EXPERIENCE.”
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